



# How to Host a Clean Burning Workshop

a guide for retailers



# table of contents

## A Guide for Retailers on How to Host a Clean Burning Workshop

A Clean Burning Workshop is an excellent way for you to connect with your community and other stakeholders interested in educating the public on how to burn biomass appliances more cleanly and more safely.

---

<b>CHECKLIST FOR WORKSHOP SET-UP</b> .....	<b>3</b>
setting up the workshop	4
working with media	4
organizing the workshop	5
handouts and literature	5
promotional ideas	6
conducting the workshop	7
<b>SAMPLE EVENT SURVEY</b> .....	<b>9</b>

# checklist for workshop set-up

## setting up the workshop

- Determine timing and schedule
- Invite interested stakeholders
- Determine budget needs
- Announce workshop to community
- Notify HPBA Regional Affiliate of your plans

## working with media

- Issue press release or announcement to local media

## organizing the workshop

- Determine which products you will demonstrate
- Refreshments
- Prepare an outline/script

## handouts and literature

- Order Burn Wise DVDs from HPBA
- Order Burn Wise materials from EPA
- Determine whether you will distribute moisture meters

## conducting the workshop

- Welcome and Introductions
- Air Quality Overview
- Fire Safety Issues
- Demonstration and Clean Burning Techniques
- Questions
- Hand out attendee survey
- Distribute Burn Wise DVDs, coupons for Moisture Meters and/or other store promotion
- Thank All for Attending

# setting up the workshop

## **Determine timing and schedule**

Most well-attended workshops are held on Saturday mornings or during the week after 5:30 pm (after store hours and the working day). Plan for your workshop to last no more than 60-90 minutes.

## **Invite interested stakeholders**

Reach out to your local fire department, air agency, health department, and Lung Association chapter. All have important information to contribute to your clean burning workshop.

## **Determine budget needs**

Budget for items needed to provide refreshments (napkins, utensils, coffee, tea, donuts, cookies, etc) and work with your partnering stakeholders on funding public service announcements. Many of your stakeholders, such as the local clean air agency, have large audiences and have well-established media contacts.

## **Announce workshop to the community**

Issue a public service announcement with your stakeholders and widely promote the event on your company's social media accounts.

Be sure to promote this as an educational event as it is not primarily a store promotion. The purpose of this event is to inform your customers on how to use their appliances cleanly, efficiently, and safely.

## **Notify HPBA Regional Affiliate of your plans**

Be sure to notify your regional HPBA Affiliate of your plans so that they can help with promotion, brainstorm ideas, and provide support. You are not alone!

# working with the media

## **Issue press release or announcement to local media**

Work with your stakeholders to issue a public service announcement on all participants' websites, social media, newsletters, newspapers, etc. Some retailers have even advertised burn workshops on road-side signs in rural areas.

# organizing the workshop

## Determine which products you will demonstrate

Select ahead of time which products you will be burning in your store. Be prepared to answer any technical questions about the stoves or inserts you select.

## Refreshments

If your event is taking place in the evening, have items such as coffee and cookies for attendees. If your event is in the morning, have donuts, coffee, lemonade, etc. For children, have balloons and/or some other kind of child-friendly item (stickers, small coloring book, juice, goldfish, etc.).

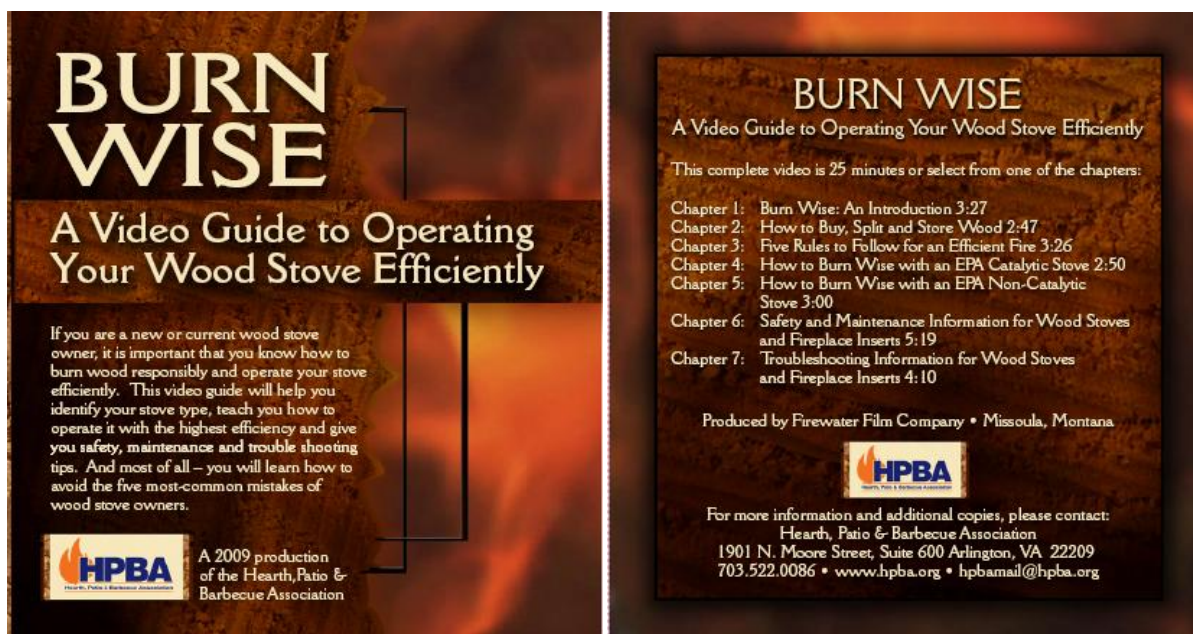
## Prepare an outline/script

Determine who will be speaking, how long they will be speaking, and what equipment may be needed for the demonstration (moisture meter, safety gloves or glasses, etc.).

# handouts and literature

## Order Burn Wise DVDs from HPBA

HPBA worked with the U.S. Environmental Protection Agency (EPA) to produce a series of videos to help consumers learn how to burn the right wood, the right way, in the right appliance. You may order a DVD containing these videos [from HPBA's website](http://www.hpba.org) or you may view the videos online.



# Order Burn Wise materials from EPA

EPA has a large collection of Burn Wise materials that you may order from EPA's website. These materials include:

- Tip sheets
- Posters
- Brochures
- Postcards
- Tear Pads
- Wood Shed Construction Plans
- Videos
- Social Media

Visit [www.epa.gov/burnwise](http://www.epa.gov/burnwise) for additional materials and videos.



## Determine whether you will distribute moisture meters



Moisture meters enable you to test the moisture level in wood. It is important to measure a freshly split piece of wood to get an accurate reading.

Some retailers have provided all attendees with a moisture meter; some have sold them at a discount, while others have given them out as prizes.

## promotional ideas

Any promotion you are able to provide, such as a discount on products on the day of the workshop, a prize drawing, or other promotion helps attract attendees to your workshop and your store.



# conducting the workshop

**DO NOT USE A POWERPOINT PRESENTATION. YOU WANT PEOPLE FOCUSED ON THE PRESENTER AND WHAT THEY ARE DEMONSTRATING.**

## **Before You Begin**

- Have at least one stove burning so that you can later show the difference between a burning stove and one that is just being lit.
- Open your doors a little early to allow people time to get refreshments and look around store before the workshop begins.

## **(5 minutes) Welcome and Introductions**

- Thank the people who helped make this workshop possible –
  - Store (introduce your staff)
  - Local Air Agency (introduce staff)
  - Any other agencies present (i.e. Lung Association, Fire Department, etc)
  - HPBA
- Workshop Outline
  - Air Quality
  - Fire Safety
  - Teach all there is to know about burning cleanly
  - Q&A
  - Survey – hand in for a door prize (optional)

## **(10 minutes) Air Quality Overview (If Air Quality Rep is there, they may choose to do this portion of the presentation): Four primary reasons to burn clean from an air quality standpoint**

- Burning clean saves you money because it is a more efficient use of your fuel
- Using proper burning techniques helps keep our air clean
  - Air pollution affects your health
- Winter weather patterns/topography **(if applicable; modify to suit your region)**
  - Winter weather patterns and our topography can dramatically impact our air quality. When we have a high pressure system, our area acts like a bowl, trapping in all of the pollution that we humans create
  - Demonstration: temperature inversion demo (Air Quality Rep will do this)
    - Show filter samples (Air Quality Rep will do this)
- Burning clean is a state law **(if applicable; modify to suit your region)**
  - Opacity issue – should only see heat waves
  - Red, Yellow, Green light program – call before you burn (only applies to some areas)
  - Mention brochures that are available through Clean Air Agencies (if applicable)
  - Mention Burn Wise materials

**(5 minutes) Fire Safety Issues (If Fire Department Rep is there, they should do this portion of the presentation)**

- Burning cleanly reduces safety hazards
  - Lessens creosote buildup which reduces chimney fires

**(30-35 minutes) Demonstration and Clean Burning Techniques (Presented by Retailer)**

- Burn the Right Wood
  - Seasoned wood (moisture content less than 20%)
  - **Demonstration:** How to Use a Moisture Meter (**good place for audience participation**)
  - Burn soft woods for starting fires, burn hard woods for a long burn, never burn trash or treated wood or lighter fluid
- Burn the Right Wood the Right Way
  - Start the fire properly with clean newspaper or dry kindling
  - **Demonstration:** how to start a fire
  - Don't let the fire smolder overnight
  - Keep your appliance and chimney clean
  - Be a good neighbor and follow best burn practices
  - Follow instructions and operate your wood heater according to the manufacturer's operational manual and maintenance procedures
- Burn the Right Wood the Right Way in the Right Appliance
  - Upgrade to cleaner equipment, to EPA-certified appliances
  - Choose the right-sized appliance for your home's heating needs
  - **Demonstration:** Already have a stove burning before the workshop begins so you can show the difference in opacity and burn between a burning stove and one just being started up

**(Remainder of time) Questions**

**Hand out attendee survey**

- You may do a drawing for a door prize if you wish

**Distribute Burn Wise DVDs, coupons for Moisture Meters and/or other store promotion**

**Thank All for Attending**



# sample event survey

**Note:** There are two surveys per sheet. Be sure to cut each sheet in half before distributing.

## Clean Burning Workshop Survey

Please complete this survey. It will help us plan for future workshops.

1. What type of wood heating device do you use? (circle at least one)  
Fireplace    Woodstove    Pellet Stove    Fireplace Insert
2. How much wood/fuel do you burn each season? \_\_\_\_\_
3. During the heating season, how many times per week do you use your wood heating device? \_\_\_\_\_
4. What did you find most beneficial about the workshop? \_\_\_\_\_  
\_\_\_\_\_
5. What was the least beneficial? \_\_\_\_\_  
\_\_\_\_\_
6. How did you find out about the workshop? \_\_\_\_\_  
\_\_\_\_\_
7. What additional information regarding wood heating would you like to learn? \_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

## Clean Burning Workshop Survey

Please complete this survey. It will help us plan for future workshops.

1. What type of wood heating device do you use? (circle at least one)  
Fireplace    Woodstove    Pellet Stove    Fireplace Insert
2. How much wood/fuel do you burn each season? \_\_\_\_\_
3. During the heating season, how many times per week do you use your wood heating device? \_\_\_\_\_
4. What did you find most beneficial about the workshop? \_\_\_\_\_  
\_\_\_\_\_
5. What was the least beneficial? \_\_\_\_\_  
\_\_\_\_\_
6. How did you find out about the workshop? \_\_\_\_\_  
\_\_\_\_\_
7. What additional information regarding wood heating would you like to learn? \_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_